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Perceptions and community enthusiasm: empowering strategy information technology based marketing in homecare services

by Yoyok Bkti Prasetyo

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Working Together for Health Security

4 th International Nursing and Public Health Conference Thailand

APRIL 10 - 12, 2012

THE EMPRESS CHIANG MAI, THAILAND

PRABOROMARAJCHANOK INSTITUTE, MINISTRY OF PUBLIC HEALTH, THAILAND



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	OC102 Henny Permatasari The Effectiveness of Health Promotion: Road and Schools Safety (RSS) of Teenagers in the City of Depok, Indonesia	OC202 Weerati Pongthippat The Mental Health of Thai Women Living in Sweden	OC302 Yaowarat Rungsawang Quality of Working life of Nurses at the Main Clinical Placement Hospitals of Boromarajonani College of Nursing, Chang Wat Nonthaburi	OE2 Charuwan Sira Self Care Behaviors among the Diabetic Monks at Chumphae Hospital Khonkaen Province in 2011	OC602 Saranid Boonprasop Knowledge and Attitude toward Health Promotion by Using Folk Wisdom in Chronic Disease Patients of Nursing Students at Boromarajonani College of Nursing, Changwat Nonthaburi
11:20-11:40 AM	OC103 Ima Nursanti Effectiveness of Warm Compress Dysmenorrhea at Adolescent	OC203 Roshinee Oupra A Model of Family Impacts Associated with Chronic Illness: Development and Evaluation	OC303	OE3 Yoyok Bektii Prasetyo Perceptions and Enthusiasm Community	OC603 Natawan Khumsaen Stigma in the Context of HIV/AIDS: A Concept Analysis
	OC104	OC204		OE4	OC604
11:40-12:00 AM					



Boromarajonani College of Nursing, Sawanpracharak Nakhonsawan
45 Atthakavee, Paknambo, Muang
Nakhonsawan, Thailand, 60000

February 29, 2012

RE: Acceptance of Abstract for Presentation

Title of Abstract

Perceptions and enthusiasm community: empowering strategy information technology based marketing in homecare services

Dear Yoyok Beki Prasetyo,

Thank you for your abstract submitted to the International Conference on "Working Together for Health Security" in Chiang Mai, Thailand during 10-12 April 2012.

On behalf of the conference's scientific committee, I am pleased to announce that your abstract entitled "**Perceptions and enthusiasm community: empowering strategy information technology based marketing in homecare services**" has been accepted for an ORAL PRESENTATION at the conference. Please be informed that you have 20 minutes to present your work and discuss with your audience.

Please attend to the reviewers' comments of your abstract attached with this letter, and resubmit the revised abstract and manuscript to healthsecurity2012@gmail.com by 27 March 2012.

To appear in the conference program and entitle yourself to early bird rates, you will need to register and pay the participation fees by 27 March 2012.

Please make your payment through the Telegraphic Transfer (SWIFT Code). The instructions for payment appear on the conference website under the [Fees & Registration Page](#).

Please be informed that you should book your hotel well in advance, in order to take advantage of the special room rates that we have negotiated for participants. Please mention "[Health Security](#)" as a booking code when you make reservations, in order to receive the special room rates. The instructions for hotel booking appear on the conference website under the [Hotel Reservation Page](#).

As more information becomes available, particularly with regards to your presentation's scheduling, I will let you know.

I look forward to welcoming you to the conference.

Van Pothin

Sincerely yours,

Vanee Pothinakorn, RN, MEd
Conference Secretariat
Director, Boromrajonani College of Nursing, Sawanpracharak Nakhonsawan

¹ Perceptions and community enthusiasm: empowering strategy information technology based marketing in homecare services

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Background: Perception and community enthusiasm to service homecare becomes key area in order to know the homecare agency. One of strategy for that is using technology information because it is easy and effective. **Methods:** research design is descriptive analysis with perception and community enthusiasm are measured with questionnaire ($r = 0.367$ validity and reliability = $0.734 - 0.777$), data analysis uses correlation product moment and T-test. **Results:** Univariate analysis showed Perception (internal community mean=19.8; range 17 -24; external community mean= 19.53; range=15 -24) and Enthusiasm (internal community: mean= 31.33; range= 28-36, external community: mean= 31.27; range= 26-36) to homecare services. Bivariate analysis showed that perceptions and internal community enthusiasm was associated with homecare services ($p=0.001$; $r=0.778$), and showed that perceptions and external community enthusiasm was associated with homecare services ($p=0.010$, $r=0.754$). There is no difference between internal community perception and external community perception to homecare services ($p=0.778$). **Conclusion:** This study suggests that perception and community enthusiasm associated with homecare services. This study provides information for homecare management that community is need homecare services to address health improvement among patients with chronic diseases'.

Key words: perceptions and enthusiasm community, homecare services, marketing strategy

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INTRODUCTION

Home healthcare is one form of a healthcare, a component of healthcare range that is continuous and comprehensive given to individual and family where they lived to improve, maintain or cure and maximize the level of independency and minimize the result of disease. The increase of chronic disease; most of them are elderly who need routine and long period of treatment that is appropriate if the treatment is based on *homecare* treatment (Markkanen, 2008; A Lang, 2008, 2010). The next thing that should be considered in *homecare* treatment is to nearer the treatment access among agencies to the patient. One of the things is to do electronic based *homecare* treatment (*e-homecare services*). The use of this technology would give significant benefit in health area by its speed of access. (C Liddy, 2008; S V Hoecke, 2010; SH. Landers, 2010).

The Rational of the Analysis on Homecare Market Potency

Homecare as a service product need to do market potency analysis of consumer on its service. Consumer market analysis is necessary to determine market segment to be entered in homecare business. Market segment determination is including determining the characteristic of the user of *homecare* services. Opel (2009) said that by social marketing strategy obtains social issues on public service sector (such as service place, price of service, product offered, and health promotion wanted) and it could give positive effect to the product offered to the society. Analysis of reinforcement on *homecare* service marketing strategy are needed to determine the demographic characteristics of service user, economical cost of service, and the next step is measuring the satisfactory service given including the nurse and another health profession in homecare agency; the Faculty of Health Science Muhammadiyah University of Malang (FIKES UMM) or even to the patient who uses *homecare* services. This study can also used as a trigger in developing *homecare* in FIKES UMM by creating an *e-homecare services* in the third DIKTI fund service program.

Factors that Affect Consumer's Behavior

There are many factors that affect consumer toward buying decision, called as behavioral factor. According to Kotler (2001) consumer buying is strongly affect by the characteristics of cultural, social, personal and psychological. Cultural characteristic including cultural, sub-cultural and social class giving the most effect on the need and behavior of consumer. Culture is the most basic cause of the need and behavior of consumer. Sub-culture can make lots of important market segment which base on product plan according to their need. Social class will show product choosing and certain product and brand on each area. Social factor including small group, family, and the rule and social status of the consumer. Group functioned as direct or indirect reference which create attitude or even someone behavior. Family member could give huge effect to the buyer behavior. Role and status will link each another when buying, where each role bring status and shows the appreciation from the society. Then, somebody used to choose product, which shows how he or she are in the society.

Buyer's decision influenced by personal characteristic such the age of buyer and life cycles, job, economic situation, lifestyle, also the personality and self-concept. The person's chooses in buying is influenced by four most important psychological factors; motivation, perception, knowledge and believe and attitude. Motivation as a push to find out the satisfaction toward the need. Perception is a process where somebody choose, arrange and interpreting information to give meaningful picture of the world. Knowledge as the result of learning which illustrate the changing of individual behavior that emerges from experience. Through learning, people have believe and attitude. Believe will give picture about something and attitude will stay in mind about the likeliness and unlikeliness of something.

OBJECTIVE

Purpose of this research are: 1) Identifying the internal and external characteristic of UMM society, 2) Identifying perception of Internal UMM society toward *Home Care* service in UMM Medical Center, 3) Identifying the external society of UMM toward *Home Care* service in UMM Medical Center, 4) Identifying the relation of perception with the interest of internal UMM toward the *Home Care* service in UMM Medical Center, 5) Identifying the relation of perception with the external society interest of UMM toward *Home Care* service in UMM Medical Center, 6) Identifying the difference of perception on internal society of UMM with the external society of UMM toward *Home Care* service in UMM Medical Center.

METHODOLOGY

The population in this research are the lecturer and employee of Muhammadiyah University of Malang as the internal society and the inhabitant around UMM campus as the external society. As the nurse-supporting manager, the populations are the students of final semester PSIK UMM and the coordinator of the nurse is the lecturer of FIKES UMM. The determination of number of sample of internal and external society, students and lecturer involved using proportion estimation formula with 10% precision gained from internal and external society sample ($n=64$), students ($n=56$), lecturer ($n=24$). Sample taking is in simple random way. Questionnaire consists of three main parts that are respondent characteristic, service perception and the need of *homecare* service. The question is using *close* and *open question*. (Validity test = 0.3670, reliability = 0.777 and 0.734). There are two data analysis, univariant and bivariant data. Univariant data analysis toward internal and external society perception with interval measure scale is taken descriptively by counting the total score. The result analysis then shown by boxplot. Society service variable with interval measure scale is taken descriptively by counting the total score. Then the analysis is shown by boxplot. Bivariat analysis is taken by analyzing the relation between perception and internal society interest toward *Home Care* service in UMM Medical Center as well as the relation between the relation of perception and external society interest toward *Home Care* service in UMM Medical Center using correlation *Pearson Product Moment* analysis method. Bivariat analysis also used to test the different between perception of internal and external UMM society toward *Home Care* service in UMM Medical Center using T-test independent method.

RESULT

Table 1 shows that internal society of UMM, number of male is more than female with 9 person (60%) than female respondent there are 6 person (40%). The external society of UMM dominated by female with 12 person (80%) and male is 3 person (20%). Based on the respondent characteristic above, the latest educated respondent mostly in internal society of UMM is bachelor there are 9 person (60%), in external society mostly senior high school graduate there are 6 person (40%). The table above also shows the number of respondent with the most jobs on internal society is employee of UMM there are 9 person (60%) and the respondent on external society of UMM is housekeeper there are 11 respondents (73%).

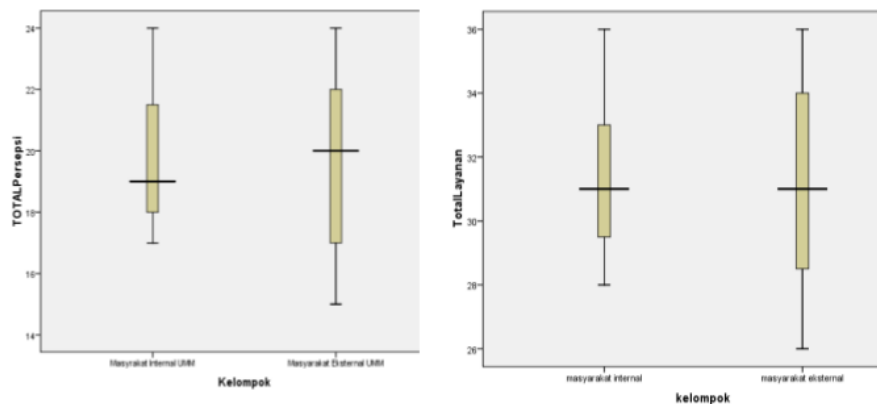
Table 1. Internal and External Society Characteristic of UMM Based on Sex, Education and Job on August 2011

No.	Characteristic	Internal Society (person)		External Society (person)	
		Frequency	%	Frequency	%
1.	Sex				
	a. Male	6	40%	3	20%
	b. female	9	60%	12	80%
2.	Education				
	a. Uneducated	-	-	2	13%
	b. Elementary School	-	-	1	7%
	c. Junior High School	-	-	2	13%
	d. Senior High School	3	20%	6	40%
	e. Diploma	2	13%	3	20%
	f. Bachelor's degree	9	60%	1	7%
	g. Postgraduate	1	40%	-	-
3.	Job				
	a. Lecturer	6	40%	-	-
	b. Employee	9	60%	-	-
	c. Housekeeper	-	-	11	73%
	d. Private sector	-	-	3	20%
	e. teacher	-	-	1	7%

Perception Identification and Preference of UMM Internal Society Interest toward Home Care Service

Picture 1. Shows UMM internal society perception gained mean value 19.8. Minimum value gained is 17 and the maximum value is 24. UMM-external society perception gained mean value 19.53. Minimum value gained is 15 maximum values are 24. Table 2. shows that respondent's preference of interest toward supporting marketing element (including product, price, location and segmentation) mean value for internal society is 31.33 and for external society the mean value are 31.27.

Picture 1. The Tendency Preference and UMM Internal and External Society Interest toward Home Care Service in UMM Medical Center August 2011



Identification of Perception Correlation with UMM Internal Society Interest toward *Home Care* service in UMM Medical Center

Table 2. Correlation of Internal and External Society Perception toward *Home Center* Service in UMM Medical Center August 2011

Variable	P value	Coefficient r	Correlation level
Internal Society Perception – <i>Home Care</i> Service	0.00	0.778	Strong
External Society Perception – <i>Home Care</i> Service	0.01	0.754	Strong

Value note α 0.05

DISCUSSION

Identification Perception of UMM Internal and external Society toward *Home Care* Service

Almost the same to UMM internal and external society This perception is shown by the existence of attention on UMM internal society toward *Home Care* Service when the researcher explaining about the concept of *Home Care* Service. They consider it important in order to increase the society health. Respondent's real interpretation is that they want to lighten family weight and the pleasure to be home even if in unhealthy condition. The respondent also agrees to consider the *Home Care* Service as one of healthcare service to be use if needed next time. Respondent's readiness to join into information spreading is related to *Home Care* Service to another as a positive appreciation of respondent to this program. Based on this research, it can be seen as a new product, *Home Care* has its place in the middle of society. The UMM internal society becomes more aware to this kind of service. The anxiety is seen by putting this service as a consideration if needed. This positive perception framework will direct the respondent to get into the next consumer behavior that is evaluation trying and adopting which not yet been measured in this research.

Interest Identification of UMM Internal and External Society toward *Home Care* Service in UMM Medical Center

Price of service, as illustrated in research shows the tendency of UMM internal society preference toward the element of service price. Economical aspect by seeing from the spreading of respondent characteristic where internal society from age is 40% <30 years old, then the need of analysis is still not prioritizing on health-ill need. UMM internal society interest tendency toward promotion of *Home Care Service* which is still new and limited, the spreading of information through Matahari *Home Care Service* by brochure and oral information is still considered as less by UMM internal society. Promotion that is more intensive needed to spread information of *Home Care Service* as a spaciousness of information. UMM internal society interest preference toward office location of *Home Care Service* analyzed further through respondent characteristic where UMM internal society which are employee and lecturer of UMM feels a little trouble to reach the office location of Matahari *Home Care*, by the rapid routine and distance. The office location is considered less strategic, yet it only limited on the central office of Matahari *Home Care*. Interest preference of UMM internal society toward segmentation on *Home Care Service* shows that demographic factor such as income and job is not all can be use as reference of consumer segmentation. In addition, the result to the service organizer could do segmentation based on another factors.

UMM external society has interest to the price of service that is more stable then the UMM internal society interest. It shows that despite the service has become respondent's need, yet, based on demographic analysis such as kinds of job 73% of respondent are housekeeper so the price is still burdensome then to UMM internal society whose profession is employee or lecturer. Further analysis needed toward society purchasing power, especially to the people who need this kind of service. The next is the preference of UMM external society interest toward *Home Care service* promotion, although promotion has made through free medical treatment social service, but this way is still not covering all segment, mainly because the participant of the social service is around 46 years old. Then hoped that the social service is given to the potential object. The preference interest of UMM external society toward the location is interesting pushed by location of the respondent that lives around the center office of Matahari *Home Care service*. Preference interest of UMM external society toward *Home Care service* segmentation is almost equal to UMM internal society where the segmentation is should not based on income and consumer's job.

Identification of Correlation Perception with UMM Internal and External Society Interest toward *Home Care Service* in UMM Medical Center

Society perception is the basic factor that able to push consumer to purchase or creating its consumer behavior. Perception has strategic implication to the marketer (Hastuti, 2009). Service product is including into this exchange. Internal society perception on the research result gained that UMM internal society has significant influence toward *Home Care service*, where the value of $r = 0.778$ means that perception has strong effect to the service. In the context of its correlation to consumer behavior, affectivity from marketing strategic can be seen with the ability to influence and to change consumer's activity to reach the target of marketing strategy. If the marketing strategy directed to influence consumer's

behavior, then each element in market including segmentation, price, distribution and promotion should work in order to answer the problems around consumer's behavior (Amirullah, 2002).

Identification of Correlation Perception with UMM External Society Preference toward *Home Care* Service in UMM Medical Center

External society perception that created could influence the preference of personal interest toward the service offered. Hal according to Amirullah (2002) caused by consumer behavior based on the suitability service to that harmonized to the benefit they expected (*product-expectation*). Consumer also considering the problem of price and its change in the purchasing decision (*price*). Consumer perceptions on a product will also determining the kind of advertisement will be performed (*promotion*).

LIMITATION

In this research, there are limitations faced by researcher. The researcher identify the limitation as follows: a) *Design* of research: this research is using *crosssectional*. The weakness of this design is that the research is only carried out only in one time, then the researcher only has a little time to do research, the result is not so deep and maximal, b) Instrument and measuring instrument: measuring instrument in this research is questionnaire and the measurement is only carried out once. Some of the weaknesses of this questionnaire is that the question could be interpreted differently by each respondent and could affect to the less honest answer from the respondent, c) another factor: in this measuring perception, the researcher did not put in another factors that could become the cause or influencing someone's perception toward preference of interest in using health care, such as about the history of similar health care user, socio culture and so on.

CONCLUSION

Marketing effort concerning to the price is better adjust the economical condition of the client, since some of the respondent who need treatment is still feel burdensome to the service price offered. Matahari *Home Care* service should do socialization and consolidation of *Home Care* service, since there are lots of society still does not know about the existence of this service. As a new product, *Home Care* service needs to do an intensive promotion.

RECOMMENDATION

The nurse as the motor of *Home Care* service and as one of the professional staff in community should be participating in developing *Home Care* service. Based on the research result, the society become aware and forming a positive perception toward *Home Care* service. Follow up is needed to develop the service that suitable to the need and reachable by the society and also having clearer segmentation of service management. Nurse, through *Home Care* service net could also participating in doing approach in improving health service (*promote*), preventing disease (*prevention*), healing disease (*curative*) and recovery (*rehabilitation*) that carried out comprehensively, cohesively and continuously.

The purpose of nursing care is to increase the ability of society in order to overcome health problem independently and creating an optimal society health degree.

UTTERANCES

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- 3 Jabatan yang bersangkutan : Pembantu Dekan III FIKES
- 4 Alamat dan kedudukan : Di Malang
- 5 Yang bersangkutan diberi tugas : **Untuk Menghadiri International Conference Hibah AINEC Research Awards Tahun 2011 bertempat di Chiang Mai-Thailand.**
- 6 Tugas tersebut dilaksanakan pada : Tanggal 10 s.d 14 April 2012
- 7 Keterangan lain-lain : Tunaikan tugas dengan penuh tanggung jawab sebagai amanah.



Malang, 29 Pebruari 2012

a.n Rektor

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